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October 1981

Recruiting 82

THE COLLEGE PLACEMENT COUNCIL, INC.
P.O. Box 2263 62 Highland Ave.
Bethlehem, PA 18017

Forecast of Job Prospects for College Graduates Optimistic

Note: *Recruiting 82* has changed. Previously, two reports were issued each year—one in December on anticipated openings and the other in late Spring on actual hires. Beginning with this issue, one report will be issued during the year in October. This early publication schedule will provide hiring projections when they are needed most—at the beginning of the academic/recruiting season. The report also provides data on actual hires for the previous year.

In addition to the changes in timing and frequency of reports, two questions have been added to the survey to more accurately reflect the amount of recruiting activity and two questions have been revised. In previous surveys, employers were asked to indicate the number of campus visits, including repeat visits, they had scheduled for the year. This question did not differentiate between an employer sending one recruiter for one day to a campus and an employer sending six recruiters for three days to a campus. To monitor this difference in activity, employers are now being asked to indicate the number of interview schedules they have scheduled or anticipate scheduling for 1981-82, and the number of interview schedules conducted in 1980-81. The questions on number of campus visits have also been changed to collect data on the number of different campuses an employer anticipated visiting in 1981-82 and the actual number visited in 1980-81. These data appear in Table 3.

During the recent recessionary slump, respondents continued to report increased employment opportunities for engineering graduates. While business disciplines and the science, math, and other technical category experienced some fluctuation during this period, overall, employers continued to report increased hiring. What is unique about this early forecast for 1981-82 is that, for the first time since the June issue of *Recruiting 79*, an anticipated increase in hiring was reported for the other non-technical category.

The 551 employing organizations in the private sector responding to the CPC survey indicated an anticipated increase in hiring for each of the four curricular areas surveyed.

When asked about the economic outlook for their organization in the last half of 1981 compared with the first half, employers expressed cautious optimism —42 percent expected the economic outlook to improve. Another 36 percent foresaw no change and 17 percent predicted conditions will worsen in the last half of 1981. The remaining 5 percent were uncertain.

Even more encouraging during the on-again-off-again economic recovery, however, is the fact that 62 percent of the responding employers forecast improved economic conditions for the first half of 1982. Another 27 percent expected conditions to remain stable, while only 4 percent predicted conditions will decline slightly. The remaining 8 percent were uncertain.

This optimism and the projections of increased hiring of new college graduates may not be the harbinger of a booming economy next year, but the responses seem to reflect a confidence in the economy and its ability to recover.

More about the study on page 8.

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NUMBER OF HIRES AND PERCENTAGE CHANGE BY CURRICULAR GROUPINGS AND DEGREE LEVELS

Table 1

October 1981

	BACHELOR'S			MASTER'S			DOCTORAL			CURRICULUM TOTAL		
	No. Hires 1981-82[1]	No. Hires 1980-81[2]	Percent Change	No. Hires 1981-82	No. Hires 1980-81	Percent Change	No. Hires 1981-82	No. Hires 1980-81	Percent Change	No. Hires 1981-82	No. Hires 1980-81	Percent Change
ENGINEERING (inc. engineering technologies)	28,101 (404)	25,075 (389)	+12%	3,128 (203)	2,378 (187)	+32%	819 (109)	598 (89)	+37%	32,048	28,051	+14%
SCIENCE, MATH, & OTHER TECHNICAL (inc. computer science, chemistry, physics, etc.)	11,872 (375)	9,684 (360)	+23	2,249 (157)	1,742 (159)	+29	1,250 (86)	947 (90)	+32	15,371	12,373	+24
BUSINESS (inc. accounting, marketing, business management, finance, etc.)	28,286 (453)	24,967 (441)	+13	6,376 (234)	5,528 (230)	+15	44 (12)	44 (14)	*	34,706	30,539	+14
OTHER NON-TECHNICAL (inc. liberal arts, humanities, social sciences, home economics, etc.)	5,847 (250)	5,563 (266)	+ 5	411 (59)	469 (74)	−12	68 (18)	85 (24)	*	6,326	6,117	+ 3
DEGREE TOTAL	74,106	65,289	+14	12,164	10,117	+20	2,181	1,674	+30	88,451†	77,080†	+15

[1] Actual and anticipated hires.
[2] Actual hires.
( ) Figures in parentheses are number of employers reporting hires in that category. A difference between any two years results when employers indicate they did not hire in that category for one of the two years.
* Percentage not meaningful because of small volume.
† Final totals represent data reported by 551 employers.

Table 2

NUMBER OF HIRES BY CURRICULAR GROUP AND TYPE OF EMPLOYER

October 1981

Type of Employer	1981-82 Hires Bachelor's	Master's	Doctoral	1981-82 Total	1980-81 Total	Percent Change
BUSINESS						
Accounting-Public						
Engineering	204	30		234	192	*
Science, Math, & Other Technical	167	126		293	248	+18
Business	9,759	2,677	5	12,441	11,404	+ 9
Other Non-Technical	70			70	46	*
TOTAL	10,200	2,833	5	13,038	11,890	+10
Banking, Finance, & Insurance						
Engineering	33	3		36	35	*
Science, Math, & Other Technical	690	42	2	734	547	+34
Business	2,217	697	2	2,916	2,632	+11
Other Non-Technical	807	40	3	850	865	- 2
TOTAL	3,747	782	7	4,536	4,079	+11
Merchandising & Services						
Engineering	79	20	1	100	90	*
Science, Math, & Other Technical	459	40	3	502	540	- 7
Business	4,304	192		4,496	4,159	+ 8
Other Non-Technical	1,640	10	1	1,651	1,423	+16
TOTAL	6,482	262	5	6,749	6,212	+ 9
MANUFACTURING/INDUSTRIAL						
Aerospace, Electronics, & Instruments						
Engineering	7,782	1,017	169	8,968	8,054	+ 11
Science, Math, & Other Technical	3,307	684	108	4,099	3,353	+ 22
Business	2,240	612	10	2,862	2,466	+ 16
Other Non-Technical	525	97	10	632	567	+ 11
TOTAL	13,854	2,410	297	16,561	14,440	+ 15
Automotive & Mechanical Equipment						
Engineering	2,086	198	39	2,323	1,416	+ 64
Science, Math, & Other Technical	432	52	15	499	241	+107
Business	912	413		1,325	673	+ 97
Other Non-Technical	105	5		110	118	*
TOTAL	3,535	668	54	4,257	2,448	+ 74

Blank spaces occur where no hires were reported.
*Percentage not meaningful because of small volume.

Continued

TABLE 2 CONTINUED

Type of Employer	1981-82 Hires Bachelor's	Master's	Doctoral	1981-82 Total	1980-81 Total	Percent Change
Building Materials Mfrs. & Construction						
Engineering	1,208	118	7	1,333	1,382	− 4%
Science, Math, & Other Technical	293	10	3	306	235	+30
Business	301	35		336	262	+28
Other Non-Technical	38			38	21	*
TOTAL	1,840	163	10	2,013	1,900	+ 6
Chemicals, Drugs, & Allied Products						
Engineering	3,353	347	204	3,904	3,372	+16
Science, Math, & Other Technical	1,265	325	629	2,219	1,666	+33
Business	1,424	490	18	1,932	1,560	+24
Other Non-Technical	456	83	18	557	436	+28
TOTAL	6,498	1,245	869	8,612	7,034	+22
Electrical Machinery & Equipment						
Engineering	2,157	278	71	2,506	2,479	+ 1
Science, Math, & Other Technical	563	122	73	758	464	+63
Business	1,301	110		1,411	1,210	+17
Other Non-Technical	42	10	2	54	370	*
TOTAL	4,063	520	146	4,729	4,523	+ 5
Food & Beverage Processing						
Engineering	184	25	13	222	218	+ 2
Science, Math, & Other Technical	198	23	13	234	224	+ 4
Business	394	143	2	539	506	+ 7
Other Non-Technical	139	7		146	168	*
TOTAL	915	198	28	1,141	1,116	+ 2
Glass, Paper, Packaging, & Allied Products						
Engineering	401	86	31	518	371	+40
Science, Math, & Other Technical	127	33	17	177	173	*
Business	515	151		666	353	+89
Other Non-Technical	131	40		171	209	*
TOTAL	1,174	310	48	1,532	1,106	+39
Metals & Metal Products						
Engineering	1,746	123	40	1,909	1,599	+19
Science, Math, & Other Technical	325	37	20	382	308	+24
Business	513	149		662	832	−20
Other Non-Technical	226	10		236	276	−14
TOTAL	2,810	319	60	3,189	3,015	+ 6

Continued

TABLE 2 CONTINUED

Type of Employer	1981-82 Hires Bachelor's	Master's	Doctoral	1981-82 Total	1980-81 Total	Percent Change
Petroleum & Allied Products (inc. Nat. Gas)						
Engineering	4,505	492	149	5,146	4,670	+10%
Science, Math, & Other Technical	1,504	542	253	2,299	2,021	+14
Business	1,084	245	1	1,330	1,354	− 2
Other Non-Technical	130	10	22	162	116	*
TOTAL	7,223	1,289	425	8,937	8,161	+10
Research &/or Consulting Organizations						
Engineering	422	144	71	637	513	+24
Science, Math, & Other Technical	367	85	88	540	490	+10
Business	35	51	5	91	59	*
Other Non-Technical	33	15	6	54	50	*
TOTAL	857	295	170	1,322	1,112	+19
Tire & Rubber						
Engineering	180	14	13	207	107	*
Science, Math, & Other Technical	60	3	6	69	43	*
Business	85	23		108	85	*
Other Non-Technical	2			2	3	*
TOTAL	327	40	19	386	238	+62
Utilities-Public (inc. Transportation)						
Engineering	3,334	205	5	3,544	3,178	+12
Science, Math, & Other Technical	1,811	83	5	1,899	1,479	+28
Business	2,776	350	1	3,127	2,550	+23
Other Non-Technical	548	77	3	628	671	− 6
TOTAL	8,469	715	14	9,198	7,878	+17
OTHER BUSINESS & INDUSTRY						
Engineering	387	18	1	406	332	+22
Science, Math, & Other Technical	173	10	4	187	184	*
Business	418	38		456	428	+ 7
Other Non-Technical	129	7		136	106	*
TOTAL	1,107	73	5	1,185	1,050	+13
NON-PROFIT & EDUCATIONAL INSTITUTIONS						
Engineering	40	10	5	55	43	*
Science, Math, & Other Technical	131	32	11	174	157	*
Business	8			8	6	*
Other Non-Technical	826		3	829	672	+23
TOTAL	1,005	42	19	1,066	878	+21

Blank spaces occur where no hires were reported.
*Percentage not meaningful because of small volume.

NUMBER OF HIRES AND NUMBER OF INTERVIEW SCHEDULES AND CAMPUSES SCHEDULED FOR RECRUITING VISITS

Table 3
October 1981

Type of Employer	No. of Employers	NUMBER OF HIRES: No. Hires 1981-82[1]	No. Hires 1980-81[2]	Percent Change	NUMBER OF INTERVIEW SCHEDULES†: No. of Schedules 1981-82[3]	No. of Schedules 1980-81[4]	Percent Change	NUMBER OF CAMPUSES SCHEDULED FOR RECRUITING VISITS: No. of Campuses 1981-82	No. of Campuses 1980-81	Percent Change
BUSINESS										
Accounting-Public	17	13,038	11,890	+10%	12,977	13,247	− 2%	3,669	3,747	− 2%
Banking, Finance, & Insurance	67	4,536	4,079	+11	3,577	3,487	+ 3	1,872	1,858	+ 1
Merchandising & Services	53	6,749	6,212	+ 9	5,159	4,901	+ 5	2,014	2,022	0
MANUFACTURING/INDUSTRIAL										
Aerospace, Electronics, & Instruments	55	16,561	14,440	+15	14,989	14,361	+ 4	3,945	3,998	− 1
Automotive & Mechanical Equipment	27	4,257	2,448	+74	3,688	3,411	+ 8	984	1,118	−12
Building Materials Mfrs. & Construction	23	2,013	1,900	+ 6	1,884	1,722	+ 9	817	813	0
Chemicals, Drugs, & Allied Products	39	8,612	7,034	+22	11,681	11,746	− 1	2,610	2,663	− 2
Electrical Machinery & Equipment	15	4,729	4,523	+ 5	5,442	5,501	− 1	1,300	1,268	+ 3
Food & Beverage Processing	25	1,141	1,116	+ 2	2,005	2,100	− 5	854	883	− 3
Glass, Paper, Packaging, & Allied Products	17	1,532	1,106	+39	1,814	1,860	− 2	520	547	− 5
Metals & Metal Products	39	3,189	3,015	+ 6	4,210	4,032	+ 4	1,468	1,388	+ 6
Petroleum & Allied Products	26	8,937	8,161	+10	10,405	9,782	+ 6	2,301	2,283	+ 1
Research &/or Consulting Organizations	30	1,322	1,112	+19	1,011	968	+ 4	538	558	− 4
Tire & Rubber	4	386	238	+62	738	580	+27	387	303	+28
Utilities — Public (inc. Transportation)	86	9,198	7,879	+17	4,701	4,303	+ 9	2,001	2,000	0
OTHER BUSINESS & INDUSTRY	20	1,185	1,050	+13	1,098	1,124	− 2	443	449	− 1
NON—PROFIT & EDUCATIONAL INSTITUTIONS	8	1,066	878	+21	700	692	+ 1	536	542	− 1
TOTAL	551	88,451	77,080	+15	86,079	83,817	+ 3	26,259	26,440	− 1

[1] 1981-82 figures are actual and anticipated hires.
[2] 1980-81 figures are actual hires.
[3] 1981-82 figures are anticipated interview schedules.
[4] 1980-81 figures are interview schedules conducted.
† One interview schedule represents between eleven and fourteen individual student interviews conducted by one recruiter. Both full and partial interview schedules were counted equally.

PUBLIC SECTOR: NUMBER OF HIRES AND PERCENTAGE CHANGE

Table 4

October 1981

FEDERAL GOVERNMENT	BACHELOR'S			MASTER'S		
	Fiscal 1982	Fiscal 1981	Percent Change	Fiscal 1982	Fiscal 1981	Percent Change
Engineering	2,650	1,850	+ 43%	525	500	+ 5%
Physical Science, Mathematics and Statistics (includes computer specialists)	1,250	1,300	– 4	550	600	– 8
Agriculture and Life Sciences	548	707	– 22	63	63	*
Business and Public Administration						
Accountants and Auditors	720	757	– 5	100	109	*
Internal Revenue Agents	750	783	– 4	10	10	*
Presidential Management Interns				250	250	0
Liberal Arts and Miscellaneous						
Professional and Administrative Career Examination (PACE)	1,639	2,039	– 20			
Other (PACE jobs filled by other means)	1,100†	1,248	– 12			
Middle Level Administrative and Staff Positions				900	998	– 10
Social Sciences	125	179	*	100	134	*
Educators	85	77	*	180	178	*
Medicine and Health	1,500	1,500	0	1,000	1,000	0
Cooperative Education Conversions (appointments of graduates to permanent jobs)	1,450	1,400	+ 4	200	150	*
TOTAL	11,817	11,840	0	3,878	3,992	– 3

* Percentage not meaningful because of small volume.
† Former PACE positions filled directly by agencies under nonwritten test alternatives.
Blank spaces occur where no hires were reported.

In fiscal year 1982, the number of entry-level positions in the federal government for college graduates is expected to decrease, primarily due to hiring limitations imposed by President Reagan in January 1981 as part of his anti-inflation economic program. The exception will be in the engineering field at both the bachelor's (GS-5/7) and master's (GS-9) levels. As expected under tight hiring controls, the biggest cutback will be in social sciences and general administrative trainee positions filled through PACE. Hiring will remain at a moderate level for the health fields because of the large number of employment facilities and variety of occupations.

Source: Data and analysis provided by the Office of Recruitment Management, U.S. Office of Personnel Management, reflect statistics for all hiring by Federal agencies in competitive civil service positions appropriate for career entry by college graduates—not exclusively 1981-82 graduates or students recruited through on-campus interviews.

In what has now become a familiar pattern, a strong market was projected for engineering graduates. At the bachelor's level, engineering hires were expected to increase 12 percent over last year. Increases of 32 percent and 37 percent, respectively, were anticipated at the master's and doctoral levels.

While comments provided by employers tended to emphasize the keen competition expected this year for the available engineering graduates, the data showed a significant increase in the demand for graduates in other technical fields as well.

For the first time since the June 1973 report, employers anticipated a greater increase in hiring in the science, math, and other technical category than in the engineering category. Employers indicated they expect to hire 23 percent more graduates at the bachelor's level than they did last year. A 29 percent gain in projected job opportunities was forecast at the master's level, and at the doctoral level a 32 percent increase over a year ago was reported.

In the business-related disciplines, employers expected to hire 13 percent more graduates at the bachelor's level. At the master's level, a 15 percent increase was estimated.

In the other non-technical category, employers reported a 5 percent increase in anticipated hiring compared with last year. While the data reflect a few employers reporting significant increases, there appears to be a trend toward moderately increased hiring by a number of employers, particularly in the merchandising and services group.

By specific type of employer, all 17 categories expected increases in employment of new college graduates over last year. Several large-volume employer categories reported significant increases. Chemicals, drugs, and allied products expected to employ 22 percent more graduates this year; utilities-public (including transportation) recorded a 17 percent increase in anticipated hiring; and aerospace, electronics, and instruments projected a 15 percent increase over last year. Two other categories continue to report improvement: 1) automotive and mechanical equipment, and 2) tire and rubber.

A 3 percent increase was reported in the number of anticipated interview schedules this year. When broken down by specific employer type, however, there were significant variations. To assure consistency by employers in counting interview schedules, the following example was provided on the questionnaire: If you send 2 recruiters with full or partial schedules to interview for 3 days at ABC University, you have 6 interview schedules.

A 1 percent decline in the number of campuses scheduled for recruiting visits is expected this year. Many employers commented that they expect to go to fewer campuses and carry out a more intense recruiting program on those campuses.

Recruiting 82 covers positions available in employing organizations in business, industry, government, and non-profit and educational institutions, except for teaching positions. Four broad curricular areas are surveyed at three degree levels. Tables provide summary data by curricular groupings (Table 1), detailed data by type of employer (Table 2), and summary data by type of employer for interview schedules and campuses scheduled for recruiting visits (Table 3).

The questionnaires for the current report were mailed on July 31, 1981, to 729 employers in the private sector. By the cutoff date, usable responses were received from 76 percent. Federal government data were furnished by the Office of Personnel Management. Because of the low level of response, data are no longer being collected from local and state government agencies.

A NOTE ABOUT THE STUDY

Recruiting 82, begun in 1970-71, is based on data furnished by employers. Two reports have been issued each year—one in December on anticipated openings and the other in late Spring on actual hires. Beginning with *Recruiting 82,* one report will be issued during the year in early October.

The cooperation of the employers who responded to this survey is gratefully acknowledged by the CPC staff. Without their assistance, this current assessment of college recruitment would not have been possible.

Initial distribution of the reports is made only to members of the College Placement Council, subscribers to the Salary Survey package, and to non-member employers who furnished information for the survey. Non-members can obtain this report for $10.

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